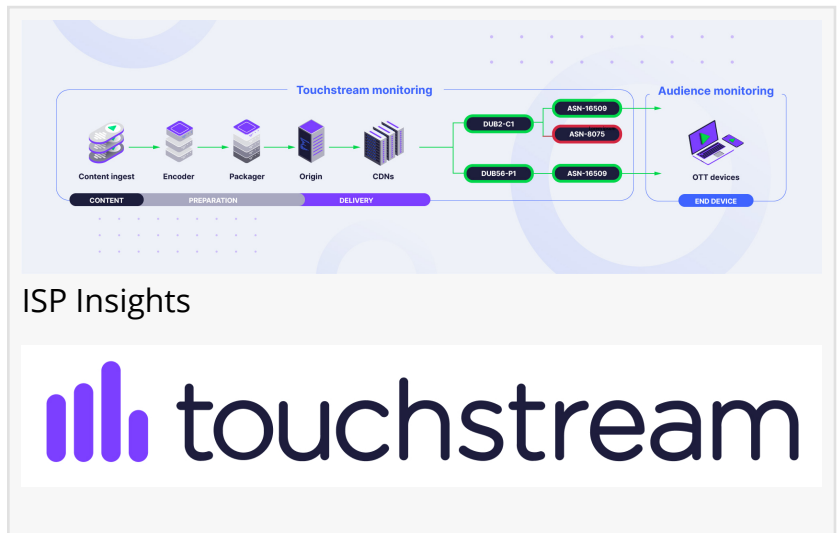


Touchstream Solves a Critical Blindspot in Streaming Monitoring With New ISP Insights Solution

By visualising the health of CDN edge nodes to ASNs, streaming operators now have the missing data for true end-to-end monitoring.

MELBOURNE, AUSTRALIA, May 3, 2023 /EINPresswire.com/ -- [Touchstream](#), the industry leader in end-to-end monitoring for streaming video operators, announces the immediate availability of [ISP Insights](#). This addition to Touchstream's Virtual NOC solution provides data insights into the health of connections between CDN edge nodes and Internet Service Providers (ISP) by their unique Autonomous System Number (ASN).



Streaming operators have a blindspot today in their end-to-end monitoring: they cannot see data about the ISP. This blindspot hinders their ability to quickly and efficiently resolve Quality of Service (QoS) and Quality of Experience (QoE) issues which might cause viewers to have a poor experience and ultimately churn from the service. Touchstream has solved this problem through a unique summarisation approach.

“All streaming operators use powerful dashboard and data tools like Splunk,” says Brenton Ough, Touchstream CEO. “But all of that real-time log data, even when visualised in a good dashboard, doesn’t provide insight. Operators are still forced to figure out the data that indicates the problem and then how it connects to other data sets. Our unique summarisation approach, powered by highly scalable Lambda functions, quickly identifies when the data flow from CDN to ISP is causing problems and enables operators to drill down into KPIs where they can quickly find the problem and rally vendors to solve issues before they cause churn with subscribers.”

This new solution keeps both security and cost in mind. Users of ISP Insights don't have to provide Touchstream the raw CDN log data (and potentially incur additional egress charges). Through a shared S3 bucket and Lambda functions, ISP Insights captures only the information

needed. Additional Lambda functions on the Touchstream side generate the summarisation to derive the needed KPIs. But just as this approach ensures cost effectiveness, the same process also ensures security and privacy. Raw CDN logs can contain personally identifiable information (PII). As part of the process of generating the ISP Insights data, Touchstream does not take or use any PII from the CDN log data. This ensures that streaming operators employing ISP Insights are compliant with local or national requirements regarding sensitive PII.

Touchstream's [award-winning](#) solution, ISP Insights fills in the gap with end-to-end monitoring by providing the same color-coded visualisation to the CDN connection to ASNs that it already does throughout the streaming workflow. By using ISP Insights, streaming operators can now see a complete, color-coded, end-to-end data flow to indicate where issues are and the ability to drill down into the raw data without ever leaving the dashboard. By filling in this data blindspot, Touchstream gives streaming platform operators the same kind of insight that terrestrial cable operators have used to ensure high resiliency and consistency. From a monitoring perspective, Touchstream is providing parity with broadcast delivery to enable streaming operators to ensure the highest levels of streaming video quality.

For more information about Touchstream's ISP Insights, visit <https://go.touchstream.media/isp-insights>

About Touchstream

Touchstream is the global market leader in OTT monitoring, and works with the world's top broadcasters and largest live stream events. Its SaaS solutions empower video operations teams and streaming engineers to provide best-in-class QoS by using proactive OTT stream monitoring across the entire end-to-end video workflow. Touchstream achieved AWS Technology Partner status, completed the AWS Foundational Technical Review (FTR), joined the AWS ISV Accelerate program, and released upgraded native integrations with AWS Elemental MediaSuite products.

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